

**The Kelkar Education Trust's
V. G. Vaze College of Arts, Science, and Commerce (Autonomous)**

B. Sc (Information Technology)		Semester – I	
Course Name: Effective Communication Skills		Course Code: VGVUFAE204	
Periods per week (1 Period is 60 minutes)		2	
Credits		2	
		Hours	Marks
Evaluation System	Theory Examination	2	60
	Internal		40

Course Objective

To make learner understand

1. Recognized seven C's of communication.
2. Importance of nonverbal communication.
3. Oral as well as written communication skills.
4. The importance of voice tone and body language in effective communication.
5. Communicate the message in businesses in an effective and engaging way.

Unit	Details	Lectures
I	<p>The Seven Cs of Effective Communication: Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness.</p> <p>Understanding Business Communication: Nature and Scope of Communication, Non-verbal Communication, Technology-enabled Business Communication.</p>	10
II	<p>Writing Business Messages and Documents: Business writing, Business Correspondence, Instructions Business Reports and Proposals, Career building and Resume writing.</p> <p>Developing Oral Communication Skills or Business: Effective Listening, Business Presentations and Public Speaking, Conversations, Interviews</p>	10



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III	<p>Developing Oral Communication Skills or Business: Meetings. Group Discussions and Team Presentations and team Briefing.</p> <p>Understanding Specific Communication Needs: Communication across functional Areas, Corporate Communication, Persuasive Strategies in Business Communication, Ethics in Business Communication.</p>	10
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Course Outcome

Learners should be able to

CO1 Understand and apply communication theory.

CO2 Develop and enhance understanding, and create reports with others.

CO3 Participate effectively in small group interactions.

CO4 Prepare and deliver effective oral presentations.

CO5 Improve and broaden your writing abilities for business messages and documents.

Books and References:					
Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Business Communication	Edited by Meenakshi Raman and Prakash Singh	Oxford University Press	Second	
2.	Professional Communication	Aruna Koneru	Tata McGraw Hill		
3.	Strategies for improving your business communication	Pro. M. S. Rao	Shroff publishers and distributors		2016
4.	Business Communication	Dr. Rishipal and Dr. Jyoti Sheoran	SPD		2014

